

CLAIMS

What is claimed is:

- 1 1. A transaction device comprising:
2 a sensor module configured to receive a product identification for a product
3 through a product tag; and
4 a communication module configured to transmit the product identification and a
5 device identifier associated with the transaction device to a product server through a
6 privacy server to obtain product information from the product server without providing an
7 identification of a user of the transaction device.
- 1 2. The transaction device of claim 1, wherein the product server is to communicate
2 product information back to the transaction device based on the product identification
- 1 3. The transaction device of claim 1, wherein the communication module is to
2 transmit a request to purchase the product to the product server through the privacy server
3 without providing the identification of the user of the transaction device.
- 1 4. The transaction device of claim 1, wherein the product tag includes product
2 information for the product.
- 1 5. The transaction device of claim 1, wherein the transaction device is selected from
2 the group consisting of a privacy card, digital wallet, and a privacy card configured to be
3 coupled to a digital wallet.
- 1 6. The transaction device of claim 1, further comprising a product storage area
2 configured to store the product information for a number of products.

1 7. An electronic transaction device comprising:
 2 a sensor module configured to receive a product identification for a product
 3 through a product tag associated with the product;
 4 a wireless module configured to communicate with a privacy system, the privacy
 5 system comprising a secure mechanism for correlating an identifier of the electronic
 6 transaction device with a user authorized to use the electronic transaction device; and
 7 a communication module configured to communicate the transaction device
 8 identifier and the product identification through the wireless module to the privacy system
 9 to perform a transaction for the product.

1 8. The electronic transaction device of claim 7, further comprising:
 2 a display module configured to display the product information for the product received
 3 from the privacy system.

1 9. The electronic transaction device of claim 7, wherein the product tag for the
 2 product includes product information.

1 10. The electronic transaction device of claim 7, wherein the user of the electronic
 2 transaction device can purchase the product from a vendor through the secure mechanism
 3 using the wireless module based on the product identification and the transaction device
 4 identifier.

1 11. The electronic transaction device of claim 7, wherein the communication module
 2 is to transmit a request to purchase the product to the privacy system without providing
 3 the identification of the user of the transaction device.

1 12. The electronic transaction device of claim 7, wherein the electronic transaction
2 device is selected from the group consisting of a privacy card, digital wallet, and a
3 privacy card configured to be coupled to a digital wallet.

1 13. The electronic transaction device of claim 7, further comprising a product storage
2 area configured to store product information for a number of products.

1 14. A method comprising:
2 receiving, at a transaction device, a signal based on a product tag associated with a
3 product;
4 transmitting the product tag to a product server through a privacy server indicating
5 a request of product information based on the product tag without providing an identity of
6 a user of the transaction device; and
7 receiving the product information from the product server.

1 15. The method of claim 14, further comprising performing a product transaction for
2 the product with the product server through the transaction privacy clearinghouse using a
3 device identifier for the transaction device, wherein the identity of the user is not known
4 to the product server.

1 16. The method as set forth in claim 15, wherein performing the electronic commerce
2 transaction for the product includes receiving eCoupons related to the product from the
3 vendor through the transaction privacy clearinghouse.

1 17. The method as set forth in claim 15, wherein performing the electronic commerce
2 transaction for the product includes purchasing the product from the vendor through the
3 transaction privacy clearinghouse.

1 18. An electronic system comprising:
2 a personal transaction device configured to communicate with a product tag
3 associated with a product to receive a product identification for the product, the personal
4 transaction device having an identifier;
5 a privacy server coupled selectively to the personal transaction device when a
6 transaction related to the product is to be performed based on the product identification,
7 said privacy server authorizing the transaction based upon the identifier and account
8 information of a user that is authorized to use the transaction device, wherein the
9 transaction is with a vendor of the product and wherein an identity of the user is not
10 provided to the vendor.

1 19. The electronic system as set forth in claim 18, wherein the transaction includes
2 transmitting eCoupons from the vendor to the transaction device through the privacy
3 server without providing the identity of the user to the vendor.

1 20. The electronic system as set forth in claim 18, wherein the transaction includes
2 purchasing the product from the vendor through the privacy server without providing the
3 identity of the user to the vendor.

1 21. The electronic system as set forth in claim 18, wherein the personal transaction
2 device is selected from the group consisting of a privacy card, digital wallet, and a
3 privacy card configured to be coupled to a digital wallet.

1 22. The electronic system as set forth in claim 18, wherein the privacy server is
2 further configured to selectively couple to a financial institution.

1 23. The electronic system as set forth in claim 18, wherein the privacy server further
2 comprises a financial institution.

1 24. The electronic system as set forth in claim 18, wherein the privacy server
2 comprises a secure database of transaction device information and user information, said
3 database accessed for authorizing the transaction.

1 25. The electronic system as set forth in claim 18, wherein the privacy server is
2 configured to interface to a financial processing system configured to perform financial
3 transactions associated with the transaction.

1 26. A machine-readable medium that provides instructions, which when executed by a
2 machine, cause said machine to perform operations comprising:
3 receiving, at a transaction device, a signal based on a product tag associated with a
4 product;
5 transmitting the product tag to a product server through a transaction privacy
6 clearinghouse indicating a request of product information based on the product tag; and
7 receiving the product information from the product server without providing an
8 identity of a user of the transaction device.

1 27. The machine-readable medium of claim 26, further comprising performing an
2 electronic commerce transaction for the product with the product server through the
3 transaction privacy clearinghouse using a device identifier for the transaction device,
4 wherein the identity of the user is not known to the product server.

1 28. The machine-readable medium of claim 27, wherein performing the electronic
2 commerce transaction for the product includes receiving eCoupons related to the product
3 from the vendor through the transaction privacy clearinghouse.

- 1 29. The machine-readable medium of claim 27, wherein performing the electronic
2 commerce transaction for the product includes purchasing the product from the vendor
3 through the transaction privacy clearinghouse.

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